

**Subject:** Re: Piece by Piece: Big Art, Big Impact  
**From:** Joanne Danganan <jdanganan@ccala.org>  
**Date:** 01/05/2018 11:53 AM  
**To:** Nick Griffin <ngriffin@downtownla.com>, Jessica Lall <jlall@ccala.org>  
**CC:** Tina Oh <toh@ccala.org>

Hey Nick - Glad this is set in motion! Tina's back from her trip to Taiwan next week, so let's chat then at 626.

How does Wednesday or Thursday afternoon look on your end?

Joanne Danganan  
**Central City Association**  
o: (213) 416.7511  
[www.ccala.org](http://www.ccala.org)

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**From:** Nick Griffin <ngriffin@downtownla.com>  
**Sent:** Friday, January 5, 2018 9:36 AM  
**To:** Jessica Lall  
**Cc:** Tina Oh; Joanne Danganan  
**Subject:** Re: Piece by Piece: Big Art, Big Impact

Great! Thanks.

Tina & Jo, let me know if you've got time for a chat sometime soon. I'm happy to pop over to 626!

**Nicholas Ziff Griffin**  
Vice President of Economic Development  
Downtown Center Business Improvement District  
600 Wilshire Blvd., Suite 870, LA, CA 90017  
[213.416.7522](tel:213.416.7522) | [ngriffin@downtownla.com](mailto:ngriffin@downtownla.com)

On Jan 5, 2018, at 9:14 AM, Jessica Lall <[jlall@ccala.org](mailto:jlall@ccala.org)> wrote:

Hi Nick:

Thanks so much for the follow up.

We'd love to help get out the word – I'm copying Tina who can help on the communication side, and Jo, to see if we can get it scheduled for our committee.

Thanks!

Jessica Lall  
[jlall@ccala.org](mailto:jlall@ccala.org)  
213-416-7512

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**From:** Nick Griffen <[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com)>  
**Date:** Wednesday, January 3, 2018 at 4:51 PM  
**To:** Jessica Lall <[jlall@ccala.org](mailto:jlall@ccala.org)>  
**Subject:** Piece by Piece: Big Art, Big Impact

Jessica – I also wanted to follow up about the Piece by Piece: Big Art, Big Impact campaign we discussed. I'm on their board, this is our big focus for 2018, and we'd like to involve CCA in promoting the initiative. We are planning a direct outreach campaign to targeted public and private sector organizations and would like to kick that off with an informal presentation meeting, possibly over lunch, ideally toward the end of January or early February, and most likely at the Legal Aid Foundation, who is a strong supporter and has commissioned large pieces for their headquarters. We envision 20 or so key people to whom we can introduce the campaign.

Attached is a draft presentation about the campaign, and following is the gist of it:

**Piece by Piece: Big Art, Big Impact**

- 2018 Campaign

**Our goals are to:**

- *Secure x number of large scale commissions*
- *Establish large scale mosaics as a signature style of DTLA public art*
- *Establish Piece by Piece as a premier producer of socially impactful art*

We are asking property owners, developers, architects and interior designers, as well as private sector organizations and public sector agencies, to support Big Art, Big Impact by commissioning a project for new construction projects, existing buildings, offices and public spaces.

Our hope is to announce a minimum of x major commissions at our annual gala fundraiser in November, 2018

**Nicholas Ziff Griffin**  
Vice President of Economic Development

[<image001.png>](#)

**Downtown Center Business Improvement District**

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